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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

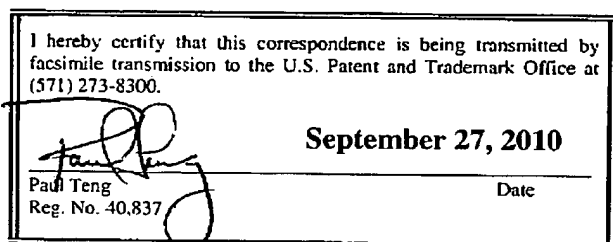
Application of: Mika PARTAIN et al.

Application No.: 09/760,864

Group Art Unit: 3625

Date Filed: January 16, 2001

Examiner: Michael Misiaszek

For: INTERACTIVE PROMOTION OF PRODUCT SALES IN INTERNET SALES
TRANSACTIONS30 Rockefeller Plaza, 20th Floor
New York, N.Y. 10112
(212) 278-0400Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450AMENDMENT

Sir:

This Amendment is submitted in response to the Office Action dated June 25, 2010 in connection with the above-identified application.

Amendments to the Specification begin on page 2 of this paper.

Amendments to the Claims are reflected in the **Listing of Claims** beginning on page 3.

Amendments to the Drawings begin on page 13 of this paper.

Remarks begin on page 14 of this paper.

A new sheet of drawings for Fig. 3-3 is attached hereto as **Exhibit A**.